

Sales etips



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fulfill. Divide and conquer. Get decisions on each difference favorable to you first to help you outweigh any perceived drawbacks.

Is Your Prospect in Paralysis?

Some buyers seemingly are paralyzed trying to make a decision because they have not determined how to make a choice. Shorten the decision process by helping them. Start by listing the differences. Establish the relative importance of each. Present the pros of those in your favor and work to minimize the importance of those you cannot

"If you are not willing to risk the unusual, you will have to settle for the ordinary." -Jim Rohn

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